



KNBC
3000 W. Alameda Ave
Burbank, CA 91523
(818) 840-4444

www.nbclosangeles.com/

CONTRACT

And:

LUC MEDIA.
25 WHITLOCK PLACE
SUITE 201
MARIETTA, GA 30064

<u>Contract / Revision</u> 341834 /		<u>Alt Order #</u>
<u>Product</u> ALAN JACKSON FOR LA		
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Estimate #</u> 2469	
<u>Advertiser</u> LA COUNTY DISTRICT ATTORNEY		<u>Original Date / Revision</u> 10/15/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KNBC	<u>Account Executive</u> Kristin Connor	<u>Sales Office</u> Atlanta NSO
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 39359		<u>Advertiser Ref</u> 27732

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KNBC	10/22/12	10/28/12	TODAY IN LA	6-7A		:30			NM	1	\$585.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--- 1---				1	\$585.00			
N 2	KNBC	10/22/12	10/28/12	TODAY SHOW	7-9A		:30			NM	2	\$2,000.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-- 1--				2	\$1,000.00			
N 3	KNBC	10/22/12	10/28/12	TODAY SHOW 2	9AM-10AM		:30			NM	1	\$480.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- 1-----				1	\$480.00			
N 4	KNBC	10/22/12	10/28/12	6-7A SA/SU ROTN	6A-7A		:30			NM	2	\$500.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----- 11				2	\$250.00			
N 5	KNBC	10/22/12	10/28/12	7-8A SA/SU TDY ROTN	7-8A		:30			NM	2	\$600.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----- 11				2	\$300.00			
N 6	KNBC	10/22/12	10/28/12	CH 4 NEWS CONFERENCE	9-930A		:30			NM	1	\$300.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----- 1				1	\$300.00			
N 7	KNBC	10/22/12	10/28/12	TODAY SHOW 3	10-11A		:30			NM	1	\$335.00
	LUR											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 341834 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> ALAN JACKSON FOR L	<u>Estimate #</u> 2469
<u>Advertiser</u> LA COUNTY DISTRICT A		<u>Original Date / Revision</u> 10/15/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-- 1----				1	\$335.00			
N 8	KNBC	10/22/12	10/28/12	ACCESS HOLLYWOOD LIVE	11-NOON		:30			NM	1	\$325.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---- 1--				1	\$325.00			
N 9	KNBC	10/22/12	10/28/12	CHL 4 NOON NEWS HOUR	12-1PM		:30			NM	2	\$600.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- 1- 1---				2	\$300.00			
N 10	KNBC	10/22/12	10/28/12	DAYS OF OUR LIVES	1-2P		:30			NM	1	\$435.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---- 1--				1	\$435.00			
N 11	KNBC	10/22/12	10/28/12	ELLEN	4-5P		:30			NM	1	\$700.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$700.00			
N 12	KNBC	10/22/12	10/28/12	CH 4 5P NEWS	5-6P		:30			NM	1	\$525.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-- 1----				1	\$525.00			
N 13	KNBC	10/22/12	10/28/12	CH 4 6P NEWS	6-630P		:30			NM	1	\$1,000.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--- 1---				1	\$1,000.00			
N 14	KNBC	10/22/12	10/28/12	SA CH 4 6P NEWS	6-7P		:30			NM	1	\$400.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----- 1-				1	\$400.00			
N 15	KNBC	10/22/12	10/28/12	EXTRA	7-730P		:30			NM	1	\$1,800.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---- 1--				1	\$1,800.00			
N 16	KNBC	10/22/12	10/28/12	ACCESS HOLLYWOOD	730-8P		:30			NM	1	\$1,800.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	- 1-----				1	\$1,800.00			
N 17	KNBC	10/22/12	10/28/12	CH 4 LATE NEWS	11-1135P		:30			NM	1	\$1,425.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,425.00			
N 18	KNBC	10/22/12	10/28/12	TONIGHT SHOW	1135P-1235A		:30			NM	1	\$1,500.00
LUR												

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Contract / Revision	Alt Order #
341834 /	

Contract Dates	Product	Estimate #
10/22/12 - 10/28/12	ALAN JACKSON FOR L	2469

Advertiser	Original Date / Revision
LA COUNTY DISTRICT A	10/15/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-- 1----				1	\$1,500.00			
Totals											22	\$15,310.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	22	\$15,310.00	\$13,013.50
Totals	22	\$15,310.00	\$13,013.50

Signature: _____ **Date:** _____

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